

Rep Order# 6825826 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 103289

Printed: 06/22/2012 8:34 AM  
Last Received: 06/19/2012 7:33 AM  
Showing Buylines: All Lines

1 of 7

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) N.R.C.C. IE  
Product NRCC IE 2012  
Estimate# 2602  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm  
& PLACEMENT, 815 SLATER LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2602  
Flight Dates 10/05/2012 - 10/11/2012  
Hiatus Weeks  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---  
SC=\*

--- REMARKS ---  
PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/05-10/05	2	1	2	\$800.00	
	2	M	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/08-10/08	2	1	2	\$800.00	
	3	TU	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/09-10/09	2	1	2	\$800.00	
	4	W	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/10-10/10	2	1	2	\$800.00	
	5	TH	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/11-10/11	2	1	2	\$800.00	
	6	F	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/05-10/05	2	1	2	\$1,450.00	
	7	M	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/08-10/08	2	1	2	\$1,450.00	
	8	TU	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/09-10/09	2	1	2	\$1,450.00	
	9	W	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/10-10/10	2	1	2	\$1,450.00	
	10	TH	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/11-10/11	2	1	2	\$1,450.00	
	11	F	7A-9A	TODAY SHW	:30	\$900.00	10/05-10/05	4	1	4	\$3,600.00	
	12	M	7A-9A	TODAY SHW	:30	\$900.00	10/08-10/08	4	1	4	\$3,600.00	

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Flight Dates 10/05/2012 - 10/11/2012

Hiatus Weeks

Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	13	TU	7A-9A	TODAY SHW	:30	\$900.00	10/09-10/09	4	1	4	\$3,600.00	
	14	W	7A-9A	TODAY SHW	:30	\$900.00	10/10-10/10	4	1	4	\$3,600.00	
	15	TH	7A-9A	TODAY SHW	:30	\$900.00	10/11-10/11	4	1	4	\$3,600.00	
	16	SA	6A-7A	NW3 AT SUNRISE	:30	\$375.00	10/06-10/06	2	1	2	\$750.00	
	17	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	10/06-10/06	4	1	4	\$2,500.00	
	18	SU	6A-7A	NW3-SUNRS WKND	:30	\$375.00	10/07-10/07	2	1	2	\$750.00	
	19	SU	7A-8A	SUN TODAY	:30	\$500.00	10/07-10/07	2	1	2	\$1,000.00	
	20	F	9A-10A	TODAY SHW2	:30	\$425.00	10/05-10/05	2	1	2	\$850.00	
	21	M	9A-10A	TODAY SHW2	:30	\$425.00	10/08-10/08	2	1	2	\$850.00	
	22	TU	9A-10A	TODAY SHW2	:30	\$425.00	10/09-10/09	2	1	2	\$850.00	
	23	W	9A-10A	TODAY SHW2	:30	\$425.00	10/10-10/10	2	1	2	\$850.00	
	24	TH	9A-10A	TODAY SHW2	:30	\$425.00	10/11-10/11	2	1	2	\$850.00	
	25	F	10A-11A	TODAY SHW3	:30	\$325.00	10/05-10/05	2	1	2	\$650.00	
	26	M	10A-11A	TODAY SHW3	:30	\$325.00	10/08-10/08	2	1	2	\$650.00	
	27	TU	10A-11A	TODAY SHW3	:30	\$325.00	10/09-10/09	2	1	2	\$650.00	
	28	W	10A-11A	TODAY SHW3	:30	\$325.00	10/10-10/10	2	1	2	\$650.00	
	29	TH	10A-11A	TODAY SHW3	:30	\$325.00	10/11-10/11	2	1	2	\$650.00	

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Flight Dates 10/05/2012 - 10/11/2012  
Hiatus Weeks  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	30	F	11A-12P	RACHAEL RAY	:30	\$325.00	10/05-10/05	2	1	2	\$650.00	
	31	M	11A-12P	RACHAEL RAY	:30	\$325.00	10/08-10/08	2	1	2	\$650.00	
	32	TU	11A-12P	RACHAEL RAY	:30	\$325.00	10/09-10/09	2	1	2	\$650.00	
	33	W	11A-12P	RACHAEL RAY	:30	\$325.00	10/10-10/10	2	1	2	\$650.00	
	34	TH	11A-12P	RACHAEL RAY	:30	\$325.00	10/11-10/11	2	1	2	\$650.00	
	35	F	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/05-10/05	1	1	1	\$325.00	
	36	M	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/08-10/08	1	1	1	\$325.00	
	37	TU	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/09-10/09	1	1	1	\$325.00	
	38	W	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/10-10/10	1	1	1	\$325.00	
	39	TH	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/11-10/11	1	1	1	\$325.00	
	40	SA	9A-930A	NEWS3 TDY-WKND	:30	\$500.00	10/06-10/06	1	1	1	\$500.00	
	41	SU	930A-10A	CHRIS MATTHEWS	:30	\$500.00	10/07-10/07	1	1	1	\$500.00	
	42	F	3P-4P	DR. PHIL	:30	\$450.00	10/05-10/05	2	1	2	\$900.00	
	43	M	3P-4P	DR. PHIL	:30	\$450.00	10/08-10/08	2	1	2	\$900.00	
	44	TU	3P-4P	DR. PHIL	:30	\$450.00	10/09-10/09	2	1	2	\$900.00	
	45	W	3P-4P	DR. PHIL	:30	\$450.00	10/10-10/10	2	1	2	\$900.00	

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Rep Firm	
Sales Office (	) PHILADELPHIA
Salesperson (	) AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

	LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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46		TH		3P-4P	DR. PHIL	:30	\$450.00	10/11-10/11	2	1	2	\$900.00	
47		F		430P-5P	NEWS 3	:30	\$725.00	10/05-10/05	1	1	1	\$725.00	
48		M		430P-5P	NEWS 3	:30	\$725.00	10/08-10/08	1	1	1	\$725.00	
49		TU		430P-5P	NEWS 3	:30	\$725.00	10/09-10/09	1	1	1	\$725.00	
50		W		430P-5P	NEWS 3	:30	\$725.00	10/10-10/10	1	1	1	\$725.00	
51		TH		430P-5P	NEWS 3	:30	\$725.00	10/11-10/11	1	1	1	\$725.00	
52		F		5P-630P	NEWS 3	:30	\$1,200.00	10/05-10/05	3	1	3	\$3,600.00	
53		M		5P-630P	NEWS 3	:30	\$1,200.00	10/08-10/08	3	1	3	\$3,600.00	
54		TU		5P-630P	NEWS 3	:30	\$1,200.00	10/09-10/09	3	1	3	\$3,600.00	
55		W		5P-630P	NEWS 3	:30	\$1,200.00	10/10-10/10	3	1	3	\$3,600.00	
56		TH		5P-630P	NEWS 3	:30	\$1,200.00	10/11-10/11	3	1	3	\$3,600.00	
*57		F		7P-730P	JEOPARDY Station Remark: V2 NOT NA - JEOP 630-7P	:30	\$1,300.00	10/05-10/05	1	1	1	\$1,300.00	
*58		M		7P-730P	JEOPARDY Station Remark: V2 NOT NA - JEOP 630-7P	:30	\$1,300.00	10/08-10/08	1	1	1	\$1,300.00	
*59		TU		7P-730P	JEOPARDY Station Remark: V2 NOT NA - JEOP 630-7P	:30	\$1,300.00	10/09-10/09	1	1	1	\$1,300.00	
*60		W		7P-730P	JEOPARDY Station Remark: V2 NOT NA - JEOP 630-7P	:30	\$1,300.00	10/10-10/10	1	1	1	\$1,300.00	

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Salesperson FAX# 215-568-1845

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	*61	TH	7P-730P	JEOPARDY	:30	\$1,300.00	10/11-10/11	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - JEOP 630-7P											
	*62	F	730P-8P	WHEEL-FORTNE	:30	\$1,300.00	10/05-10/05	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - WHEEL 7-730P											
	*63	M	730P-8P	WHEEL-FORTNE	:30	\$1,300.00	10/08-10/08	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - WHEEL 7-730P											
	*64	TU	730P-8P	WHEEL-FORTNE	:30	\$1,300.00	10/09-10/09	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - WHEEL 7-730P											
	*65	W	730P-8P	WHEEL-FORTNE	:30	\$1,300.00	10/10-10/10	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - WHEEL 7-730P											
	*66	TH	730P-8P	WHEEL-FORTNE	:30	\$1,300.00	10/11-10/11	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - WHEEL 7-730P											
	*67	SA	630P-7P	NEWS 3	:30	\$425.00	10/06-10/06	1	1	1	\$425.00	
	Station Remark: V2 NOT NA - PROGRAM AIRS 730-8P											
	*68	SA	7P-8P	JEOP/WHEEL	:30	\$525.00	10/06-10/06	2	1	2	\$1,050.00	
	Station Remark: V2 NOT NA - JEOP/WHEEL AIRS 630-730P											
	69	M	8P-10P	THE VOICE	:30	\$4,000.00	10/08-10/08	1	1	1	\$4,000.00	
	70	W	9P-10P	L&O:SVU	:30	\$3,000.00	10/10-10/10	1	1	1	\$3,000.00	
	71	W	10P-11P	CHICAGO FIRE	:30	\$3,200.00	10/10-10/10	1	1	1	\$3,200.00	
	72	F	8P-9P	WHO ARE YOU?	:30	\$1,700.00	10/05-10/05	1	1	1	\$1,700.00	
	73	F	9P-10P	GRIMM-NBC	:30	\$3,000.00	10/05-10/05	1	1	1	\$3,000.00	

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Salesperson Phone# 215-568-6540  
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	74	SA	9P-10P	PRIME-SAT-NBC	:30	\$800.00	10/06-10/06	1	1	1	\$800.00	
	75	SA	10P-11P	L&O SVU-SA-NBC	:30	\$1,200.00	10/06-10/06	1	1	1	\$1,200.00	
	76	SU	4P-515P	FTBL NITE AMR	:30	\$2,500.00	10/07-10/07	1	1	1	\$2,500.00	
	77	SU	530P-830P	NBC SUN-FTBL	:30	\$10,000.00	10/07-10/07	2	1	2	\$20,000.00	
	78	SU	830P-930P	NWS3 LIVE-PRIME	:30	\$1,600.00	10/07-10/07	2	1	2	\$3,200.00	
	79	F	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	10/05-10/05	1	1	1	\$1,200.00	
	80	M	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	10/08-10/08	1	1	1	\$1,200.00	
	81	TU	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	10/09-10/09	1	1	1	\$1,200.00	
	82	W	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	10/10-10/10	1	1	1	\$1,200.00	
	83	TH	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	10/11-10/11	1	1	1	\$1,200.00	
	84	SA	11P-1135P	WKD2 NWS-AT 11	:30	\$1,100.00	10/06-10/06	2	1	2	\$2,200.00	
	85	F	1135P-1235A	TONITE SHW	:30	\$500.00	10/05-10/05	2	1	2	\$1,000.00	
	86	M	1135P-1235A	TONITE SHW	:30	\$500.00	10/08-10/08	2	1	2	\$1,000.00	
	87	TU	1135P-1235A	TONITE SHW	:30	\$500.00	10/09-10/09	2	1	2	\$1,000.00	
	88	W	1135P-1235A	TONITE SHW	:30	\$500.00	10/10-10/10	2	1	2	\$1,000.00	

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	89	TH	1135P-1235A	TONITE SHW	:30	\$500.00	10/11-10/11	2	1	2	\$1,000.00	
	90	SA	1130P-1A	SAT NITE LIVE	:30	\$1,400.00	10/06-10/06	2	1	2	\$2,800.00	
	91	SU	1135P-12A	SPORT NT-L VGS	:30	\$400.00	10/07-10/07	1	1	1	\$400.00	

---REPORT TOTALS---

Report Totals: 162 / \$147,225.00

---SALES MONTHLY TOTALS---

Oct 12: 162 / \$147,225.00  
Sales Totals: 162 / \$147,225.00  
Station Totals: 162 / \$147,225.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$397,905	CATV 0%	KBLR 0%	KINC 0%	KLAS 22%	KSNV 37%
		KTNV 15%	KTUD 0%	KVCW 1%	KVMY 3%	KVVU 22%
		XXXX 0%				

---COMPETITIVE COMMENTS---

EST SHARES BASED ON ALL 5 ORDERS

Books NOV12  
Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE